



# MIDLAND CENTER CITY

## REDEVELOPMENT PLAN

2019



# ACKNOWLEDGEMENTS

The city would like to acknowledge the appointed boards and committee members who contributed their ideas and time to this plan.

## CITY STAFF:

Selina Tisdale

**COMMUNITY AFFAIRS DIRECTOR**

Josh Fredrickson

**CITY ENGINEER**

Grant Murchel

**DIRECTOR OF PLANNING & COMMUNITY DEVELOPMENT**

Brad Kaye

**CITY MANAGER**

## CENTER CITY AUTHORITY:

Joe Kozuch

David Ginis

Chris Schloemann

Alex Rapanos

Linda Barth

Cliff Miles

Jennifer Chappel

## STEERING COMMITTEE:

Sharon Mortensen, Chair CCA Board / business representative

Becky Church, Midland Tomorrow

Robyn Dorrien, resident / business representative

David Ginis, CCA Board / property & business owner

Shelley Hobbs, business representative

Joe Kozuch, CCA Board / property & business owner

Beth Lewis, property & business owner

Jeff Martin, The Dow Chemical Company

Sara Opperman, Midland Business Alliance

David Ramaker, Michigan Baseball Foundation

Mike Rapanos, developer

Tad Robison, business owner

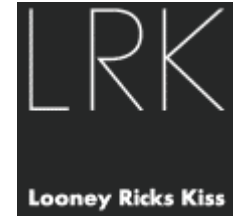
Mike Williams, business representative

## CONSULTING TEAM:

**MKSK**



**BERGMANN**  
ARCHITECTS ENGINEERS PLANNERS



# CONTENT



## 1. INTRODUCTION

*ABOUT THE PLAN*

*PREVIOUS CONCEPTS*

*PROJECT GOALS*

*ENGAGEMENT*

*CASE STUDIES*

4

4

6

8

9

10

## 2. ALTERNATIVE CONCEPTS

*THE CIRCLE*

*THE CORRIDOR*

14

15

30

## 3. ACTION PLAN

*CONCEPTUAL COSTS*

50

52



## About The Plan

Midland has three major commercial districts, the downtown, the Eastman Avenue Corridor and in between those two, the “Circle” and the Saginaw Road Corridor. In recent years, the downtown has undergone a rejuvenation, with new businesses, new residential and a complete redesign of Main Street. At the north end of town, the Eastman Corridor near the U.S. 10 interchange hosts a mall, major stores and other uses commonly found along auto-oriented commercial districts.

Midland’s Circle Area and the Saginaw Road Corridor are, in combination, branded as Midland’s “Center City.” Its west end is anchored by a traffic circle that is ringed by small commercial buildings. Years ago, as the auto age emerged, the design of the traffic

circle was modified in an attempt to ease traffic flow through the circle. Those subsequent changes to the traffic pattern contributed to a demise of the commercial district. In 2002, an award winning plan was developed for the Circle Area. Some of the recommendations of that Plan were implemented. Others, particularly a redesign of the traffic circle, were further studied but funding was not secured for those changes. One of the goals of this Plan is to refresh the previous Plan including a more detailed analysis of the Circle.

This Plan uses the previous Plan as its foundation with updates based on new data, new areas of emphasis in the City’s policies (such as “Complete Streets”), and changes in the marketplace since 2002 (such as the

emergence of internet retailing). The refreshed analysis in this Plan covers five distinct factors:

- » Input from stakeholders, current property owners, potential investors and the public.
- » Traffic operations and the ease of implementation, including cost.
- » More focus on Placemaking, including improved walkability and safety for pedestrians and bicyclists
- » Improvements to aesthetics and the areas “brand” as a distinct district in Midland, and
- » Strategies to support redevelopment and investment.

In addition, this Plan extends the analysis of those three factors along the Saginaw Road



***"Attendees described what they felt is the most important project goal. The larger words represent the most frequent responses"***

At the end of this Plan is a table that lists the various recommendations, along with priorities. Many of the recommendations are dependent upon investment by the property owners or developers. Others are public improvements within the street right-of-way, such as changes to the design of the circle, non-motorized pathways and crossings, and streetscape. Implementation of many items will involve some level of public-private partnership. For example, use of Tax Increment Financing or continuation (or expansion) of the facade improvement program. And as with the funding of many improvements in the City of Midland, the generous contributions of individuals and foundations may offer another funding source.



Kickoff Meeting Begin Publicly Data Collection New Traffic Counts Review Past Plans	2-Day Design Workshop and Stakeholder Meetings Data evaluation Best Practices Presentation Develop Goals Alternative Concepts	Steering Committee Meeting Traffic Modeling of Alternatives Selection and Revision to Concepts Priority Workshop	Plan Document Meetings to Plan Endorsement
SUMMER 2018	FALL 2018	WINTER 2018-2019	SPRING 2019

# 1 |

# INTRODUCTION

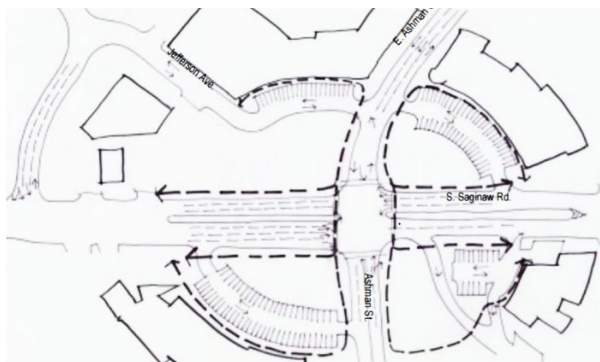
## PREVIOUS CONCEPTS

Midland's previous plan for the Circle Area included many of the same features as this plan. That plan offered concepts for redevelopment, improved aesthetics and potential infill development. Several new businesses and site improvements occurred since that plan was adopted. Some of the same committed individuals who participated in the previous plan also helped guide this plan update. Many of the previous recommendations were retained but have been refreshed based on new factors and evaluation.

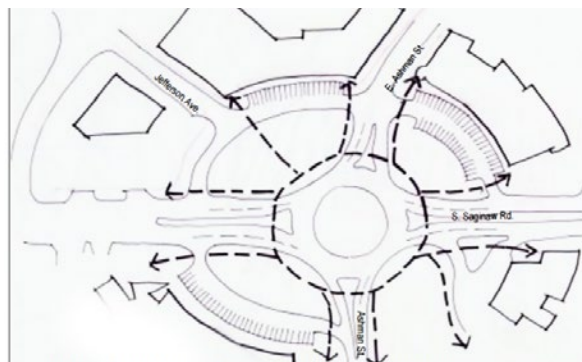
Changes to the traffic circle were also an ingredient of the previous plan. Among the alternatives for the circle that were suggested was to redesign the roundabout into a modern roundabout. At that time, there were only a few modern roundabouts in Michigan. The concept of a roundabout met with some level of concern by the public. But now there are over 100, including one in Midland along U.S. 10. Transportation professionals now have 15 years of experience with roundabout design and operations, so that alternative is evaluated in more detail in this plan.



A drug store now occupies former theater site



Concept A. The Four-way Intersection, further deteriorates the Circle theme and pulls pedestrian traffic away from businesses.



Concept B. The Modern Roundabout, eases traffic with a modern roundabout but still keeps pedestrians from storefronts.

## Selected Pages from the 2002 Plan



Illustrative plan 2002



## Project Goals

### Creating an identity

The overarching theme along the entire corridor is to generate revitalization and reinvestment in new buildings and renovation/repurposing of existing structures. New investment should be oriented to the street and sidewalk and address both pedestrian and vehicular access along Saginaw Road. This in turn will increase the ability of nearby residents to walk to businesses and destinations along Saginaw. The zoning overlay district will allow for a greater variety of uses and building heights (compared to what is there now) would be appropriate. Larger mixed-use infill developments will be more likely to occur closer to Highway 10.

1. Refresh the 2002 Circle Redevelopment Plan
2. Select **feasible project options**, short and longer term:
  - » Infrastructure changes, updates, and/or redesigns
  - » Traffic flow and safety
  - » Walkability and streetscape improvements
  - » Redevelopment concepts and strategies
  - » Connectivity to the Circle
  - » Zoning improvements
3. Create **timely impact** and **potential to leverage funds** with partner sources inspired by redevelopment of the Center City District

# Engagement

## Public Workshop

A public workshop was held over a two-day period on September 18-19th, 2018. The workshop included:

- Business owner drop-ins
- Focus group interviews
- Committee workshops
- Public Open House during Wine Night in the Circle

Common comments expressed at the workshops:

*"Need to improve walkability"*

*"Business district feels dated"*

*"Corridor needs beautification"*



Caption



Caption



Caption



Caption

# 1 |

# INTRODUCTION

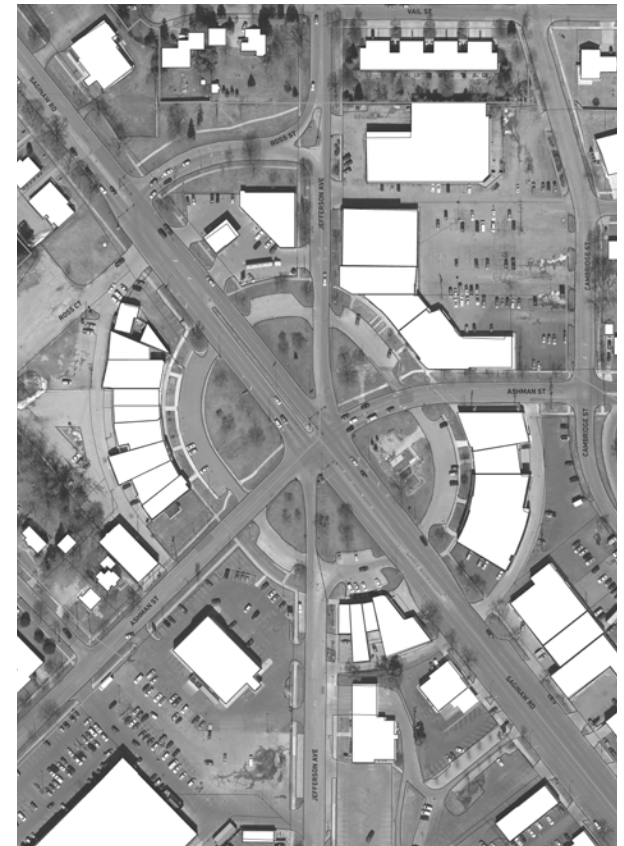
## CASE STUDIES

As part of the Plan process, the consultant team summarized some "best practice" examples from around the U.S. This section reviews those case studies.

The existing Circle is unique on its own because of its curved geometry. However, its distinctive shape has been sliced and reformed as traffic needs have changed over time. How can this specially-shaped district be known (again) as a destination, especially for pedestrians? And how does the Saginaw commercial corridor, a seemingly placeless arterial street, support the Circle and thrive independently as well?

Of particular relevance to the Circle and the Saginaw Corridor are a few case studies that show commercial districts and corridors that have been successfully redeveloped to create thriving places with unique identities.

### EXISTING





## CASE STUDY #1 MUSIC ROW ROUNDAABOUT NASHVILLE, TN

Prompted by the relocation of the Country Music Hall of Fame, a comprehensive urban plan helped jump-start revitalization of the economically depressed commercial area anchoring Music Row. The centerpiece of the plan was installation of a more efficient traffic rotary that serves as a green focal point with a landmark sculpture by a local artist. The plan addressed new market positioning, business development, land uses, traffic flow, parking, infrastructure and urban design, prompted a \$3.5-million streetscape enhancement project and generated many millions more in private reinvestment.



BEFORE



AFTER



Central art piece



Core district with corridor



# 11

## CASE STUDY #2 OVERTON SQUARE MEMPHIS, TN

Although once one of Memphis' most popular entertainment districts, many of the shops and restaurants in Overton Square had been vacant for years. A master plan preserved the neighborhood's original character, directed the renovation of existing retail buildings and called for a new parking garage, housing, retail and restaurants. A prominent intersection was reconfigured to be more pedestrian and cyclist friendly. Overton Square is enjoying a strong resurgence that also seamlessly links five existing theaters to the surrounding neighborhoods.



BEFORE



AFTER



Pedestrian-friendly commercial zone through improved streetscapes and facades

## CASE STUDY #3

# ROUTE 202 FORM-BASED CODE

## KING OF PRUSSIA, PA

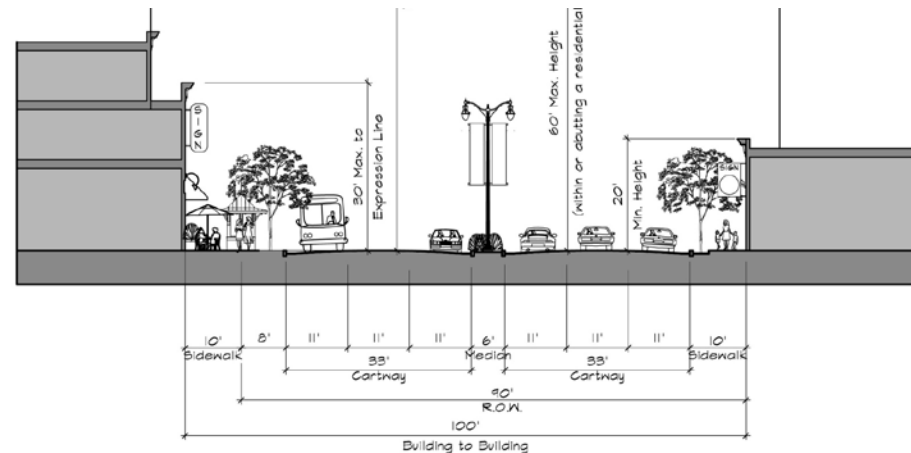
The King of Prussia Business Improvement District prepared new zoning and form-based design guidelines for the auto-oriented Route 202 highway corridor. The process involved interacting with key stakeholders and property owners to gain an understanding of existing conditions and redevelopment opportunities. The resulting new zoning and design guidelines incorporated redevelopment incentives and regulatory reforms that have resulted in numerous new mixed-use buildings framing a pedestrian-friendly street edge along this highway corridor.



BEFORE



AFTER



RT. 202 Mixed-Use Streetscape Overlay Areas  
PROPOSED STREET SECTION

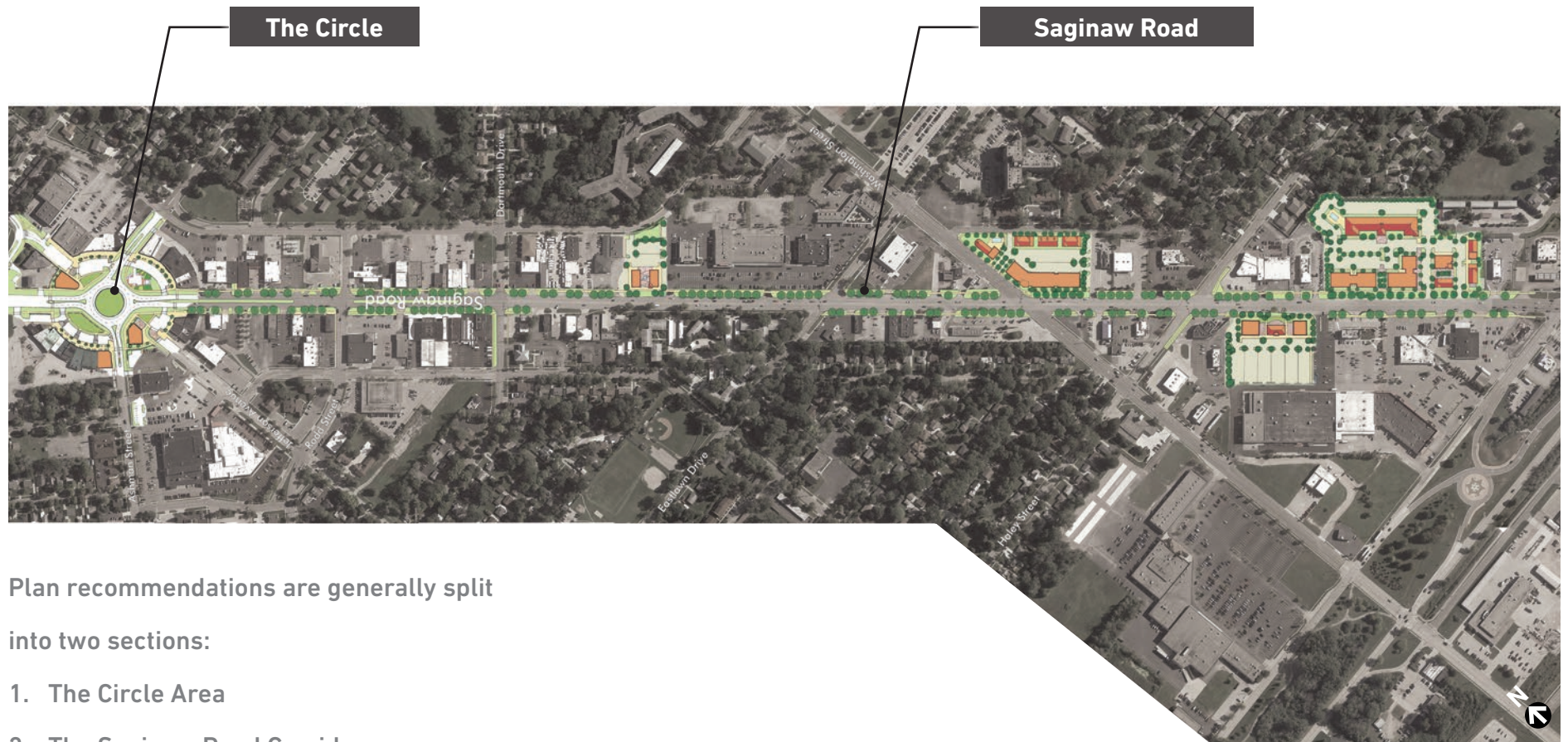
Overlay district zoning to improve commercial corridor



# 2 |

# ALTERNATIVE CONCEPTS

## OVERALL CONCEPT



Plan recommendations are generally split into two sections:

1. The Circle Area
2. The Saginaw Road Corridor

## THE CIRCLE: OVERALL STRATEGY

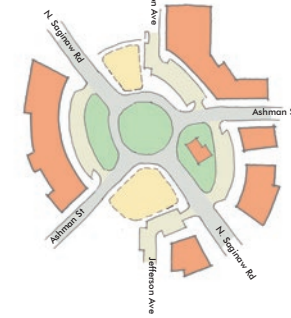
The overall strategy is to transform the Circle from a “pass-through” motorist experience to a “place” that entices traveling motorists to stop and is a destination for nearby neighbors on foot or bicycle.

The plan utilizes a combination of the following to create a new “brand” identity for the circle district and corridor:

- Intersection improvements
- Public spaces
- Monumental public art
- Streetscape improvements
- New landmark building
- Infill development and redevelopment on opportunity sites

## Initial Sketches for the Circle area:

### Concept 1



### Concept 2



### Concept 3



#### CONCEPT LEGEND

- Existing Building
- Proposed Building Lot



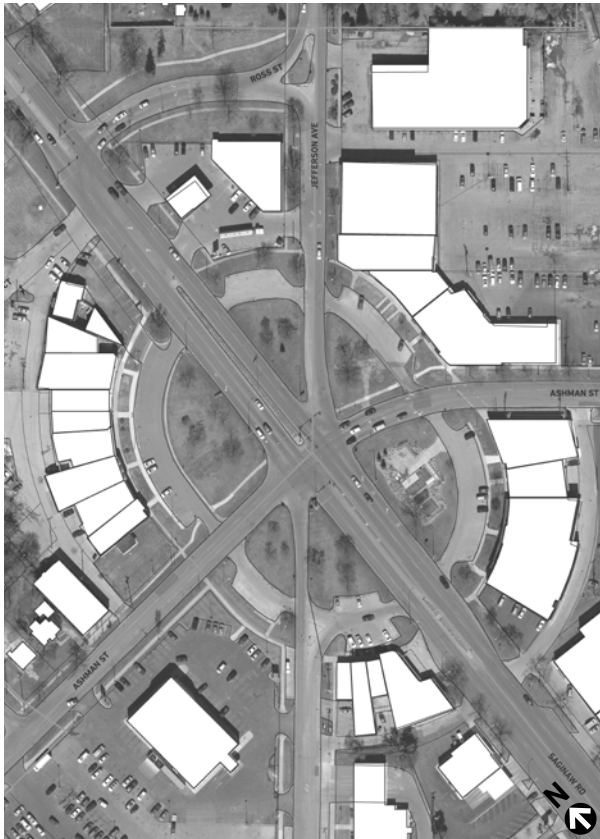
# 2 |

# ALTERNATIVE CONCEPTS

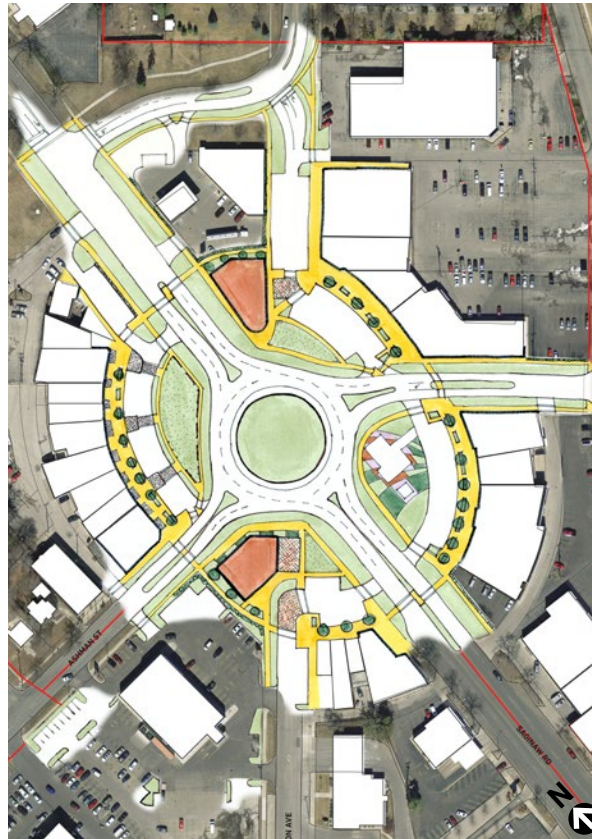
## REFINED CONCEPTUAL ALTERNATIVES THE CIRCLE

This section describes two alternatives for the Circle including urban design, development opportunities, placemaking opportunities and traffic flow.

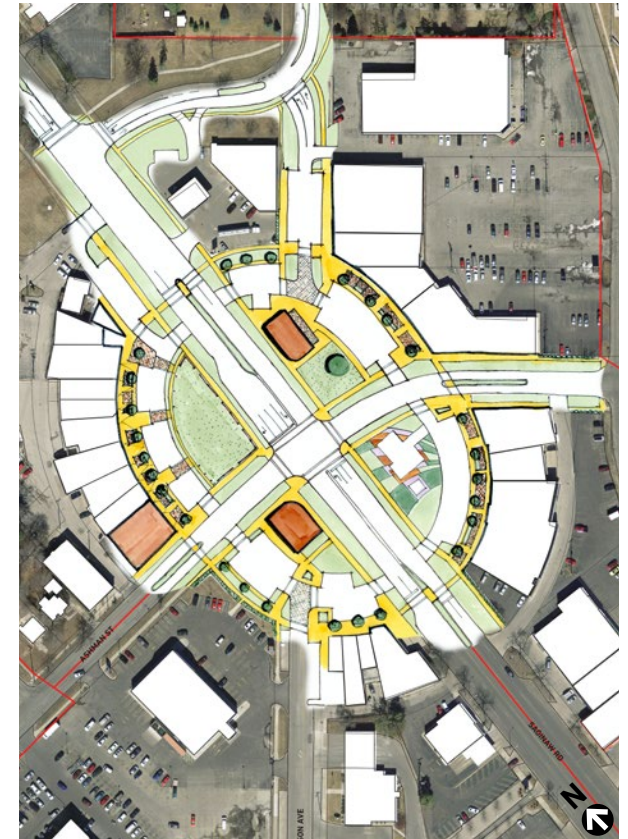
Existing



Option A: Roundabout



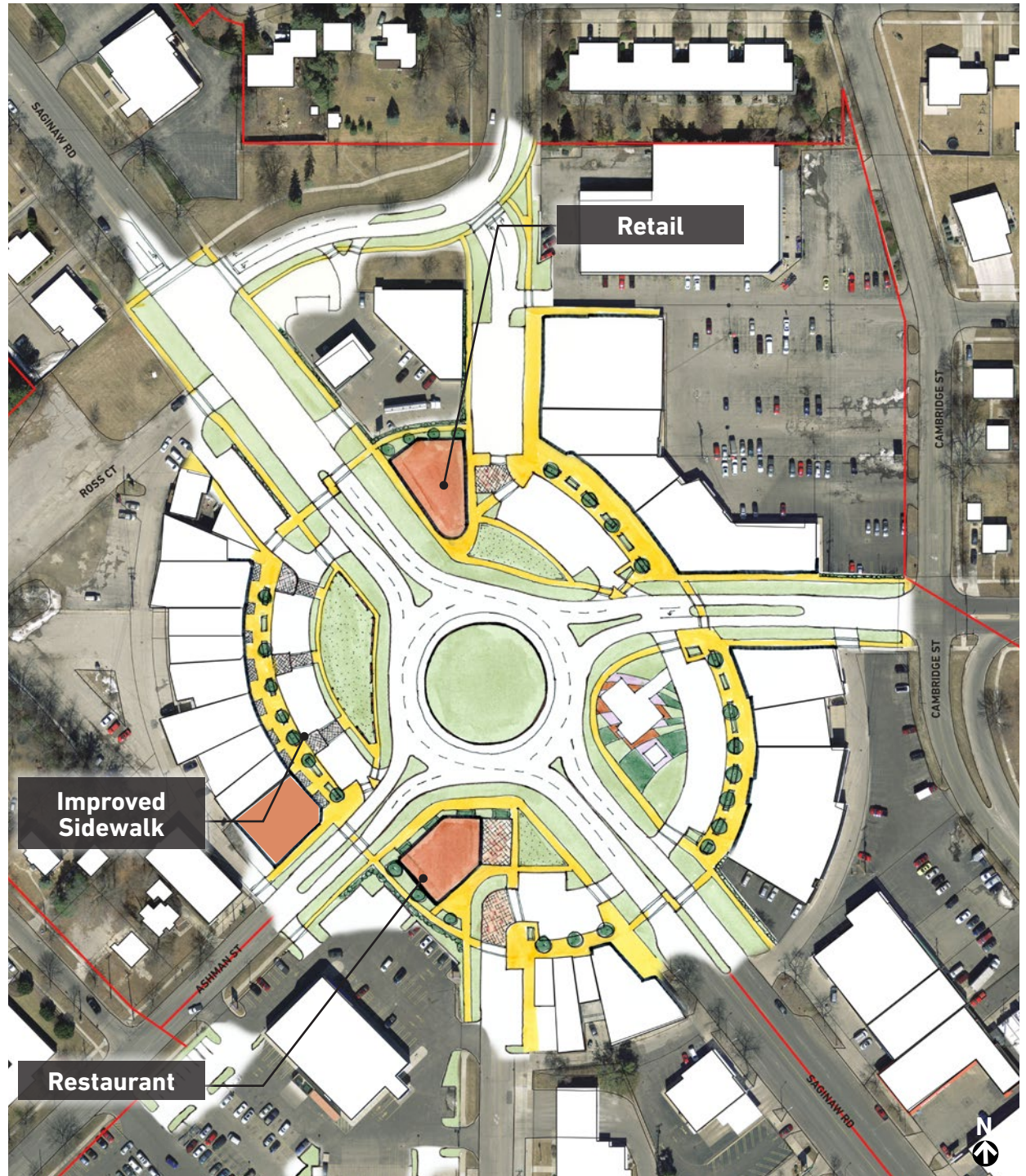
Option B: Signalized Intersection





## OPTION A: OVERVIEW

- Introduce pedestrian scale lighting and streetscape improvements that create awareness of the approach, identify the center and define the periphery of the Circle.
- Improve the area between existing buildings and the Circle as an active sidewalk, streetscape, and patio space.
- Opportunity for site specific infill (retail and restaurant) as new landmark buildings.
- Improve/reposition open spaces as public spaces with active community assets.
- Invest in additional year round programming of the public spaces.
- Utilize the roundabout as a focal point including monumental public art installation that can help identify and establish a brand for the circle and corridor.





# 2 |

## ALTERNATIVE CONCEPTS

Option A Vision



Existing

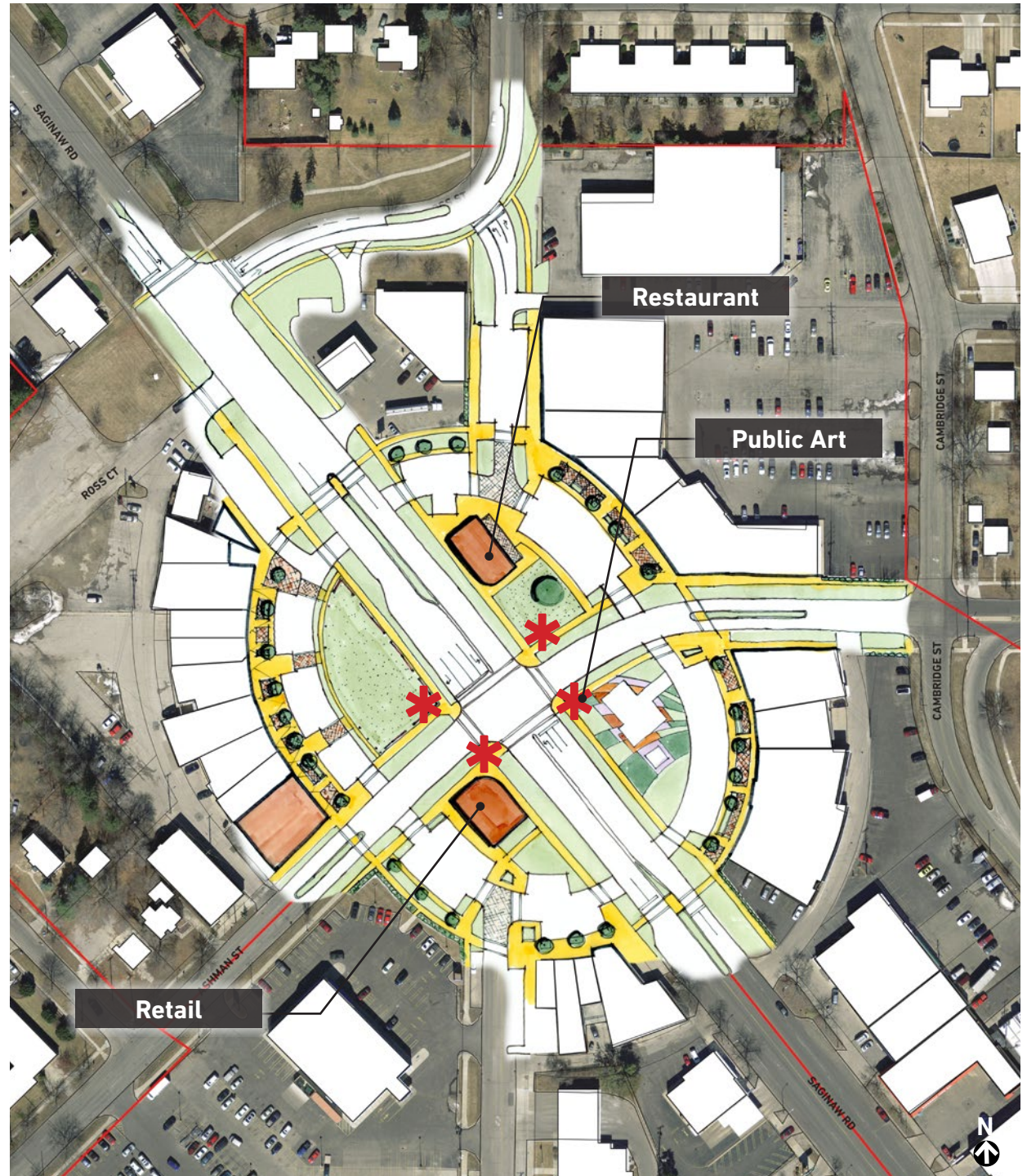


Concept



## OPTION B: OVERVIEW

- Introduce pedestrian scale lighting and streetscape improvements that create awareness of the approach, identify the center and define the periphery of the Circle.
- Improve the area between existing buildings and the circle as an active sidewalk, streetscape, and patio space.
- Scale site specific infill (retail and restaurant) as new landmark buildings to better define the space as a more walkable destination.
- Improve/reposition open spaces as public spaces with active community assets.
- Invest in additional year round programming of the public spaces.
- Utilize monumental public art at the intersection that can help identify and establish a brand for the Circle and corridor.





# 2 |

## ALTERNATIVE CONCEPTS

Option B Vision



Existing



Concept

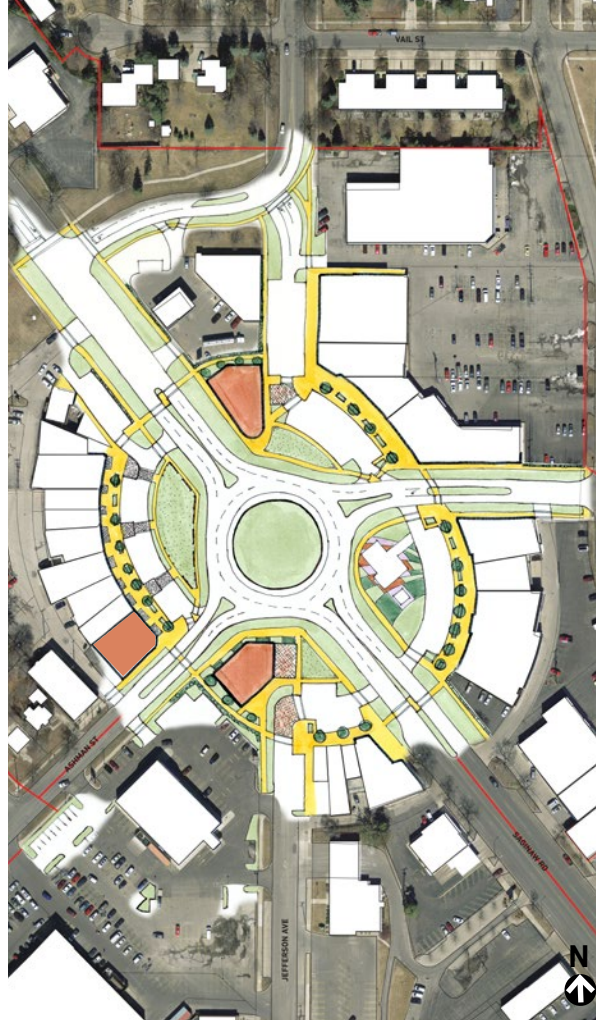


## THE CIRCLE: INFILL STRATEGY

 Infill Opportunity

Scale site specific infill (retail and restaurant) as new landmark buildings to better define the space as a more walkable destination.

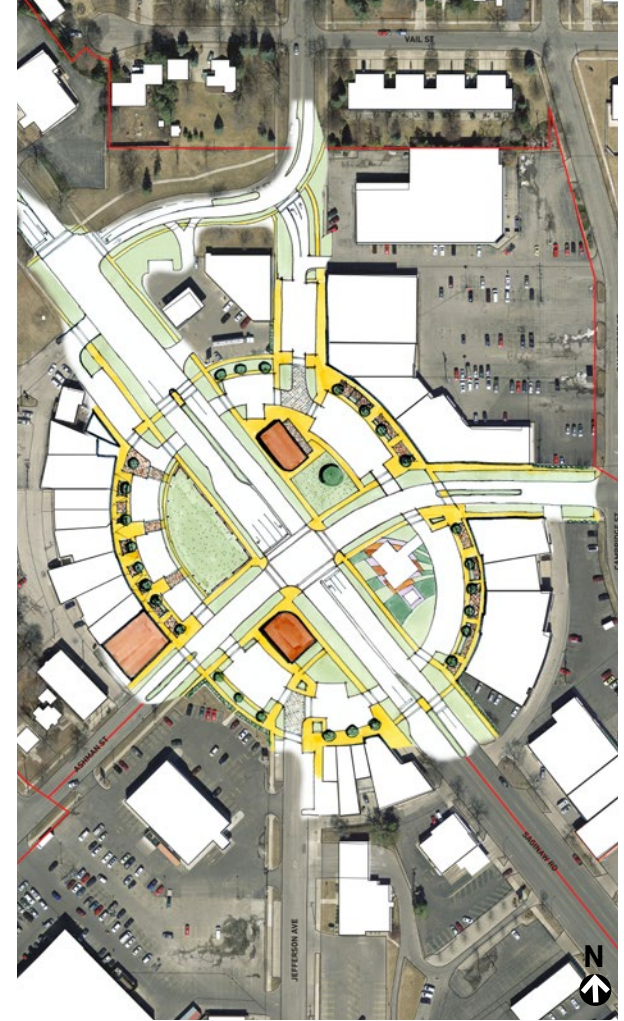
Option A



### Fill the Gaps:

- Commercial or sit-down restaurants are proposed in empty parcels and parking lots

Option B



### Front and Center

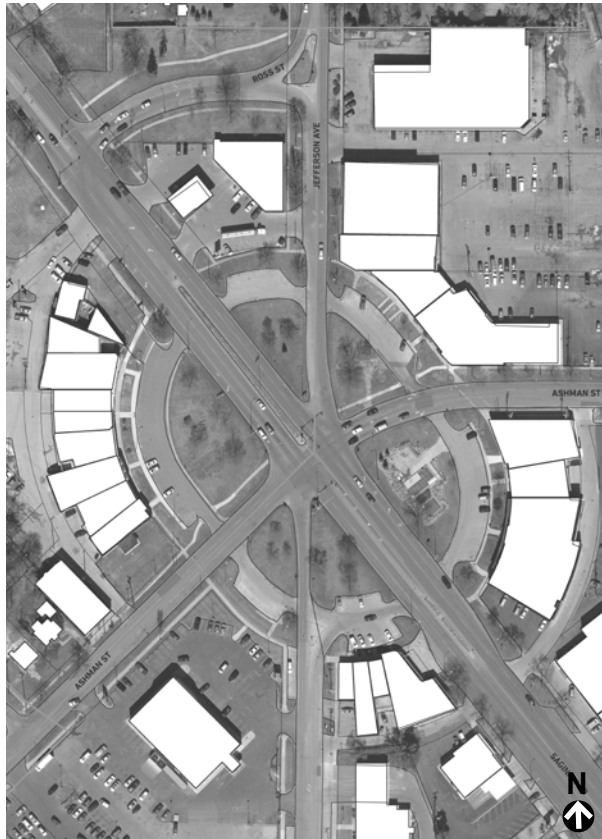
- Commercial or sit-down restaurants are situated toward center of Circle

# 2 |

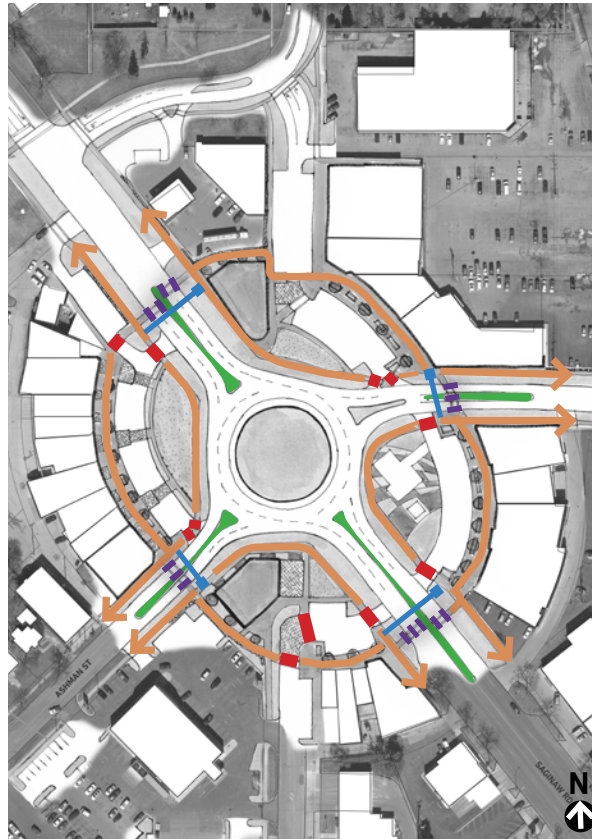
# ALTERNATIVE CONCEPTS

## THE CIRCLE: NON-MOTORIZED CIRCULATION

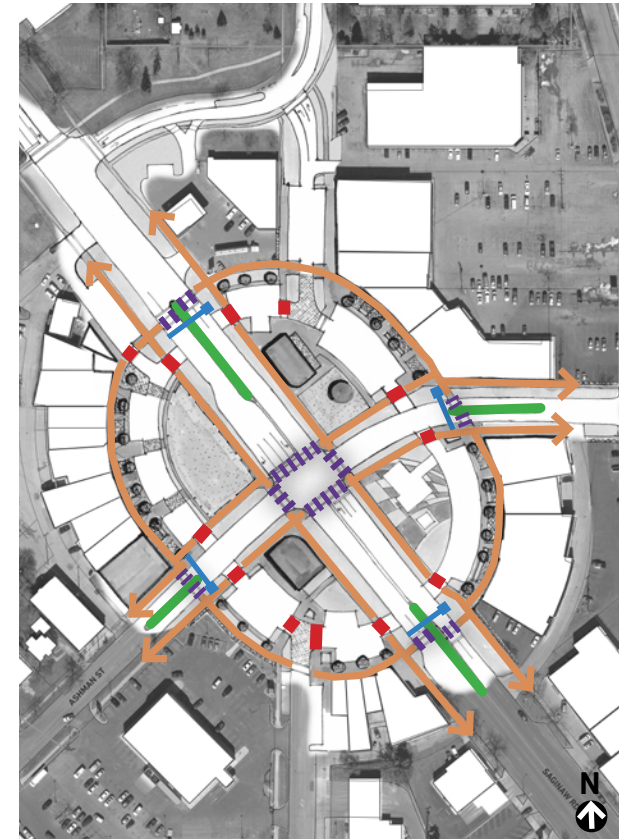
Existing



Option A: Roundabout



Option B: Signalized Intersection



- Signalized HAWK or Rapid Flashing Beacon
- Pedestrian Refuge Island
- Primary Pedestrian Routes
- Unsignalized Crossing
- ||||| Continental Crossing



## THE CIRCLE: PEDESTRIAN CROSSING IMPROVEMENTS

Pedestrian crossings are a key factor in designing a walkable district. Marked crosswalks provide a designated path for pedestrians to cross the street, and also signal to motorists that they can reasonably expect pedestrians to cross in that location.

Marked crosswalks should be provided on all legs of all intersections where sidewalks are present and a pedestrian can reasonably be expected to cross. In the case of roundabouts, since vehicles generally are in a continuous flow, there are not defined gaps for a pedestrian to cross. These may require additional visual cues or signals to optimize pedestrian safety.

Physical improvements such as refuge islands or center medians can also be used to improve safety by narrowing the crossing distance for pedestrians and making them more visible to motorists.



### Rapid Flash Beacons

Actuated signal with flashing lights to stop vehicles

### HAWK Signal

Actuated signal on a mast arm to stop vehicles to allow pedestrians to cross

### Pedestrian Refuge Island (with optional signal)

Median with space for pedestrians to wait before crossing the second half of the street. Crossing can be designed with full signal phase or without a signal.

### Pedestrian Refuge Island (with switchback)

Refuge island that physically moves pedestrians to look in direction of incoming traffic before crossing



## THE CIRCLE: TRAFFIC ALTERNATIVES ANALYSIS

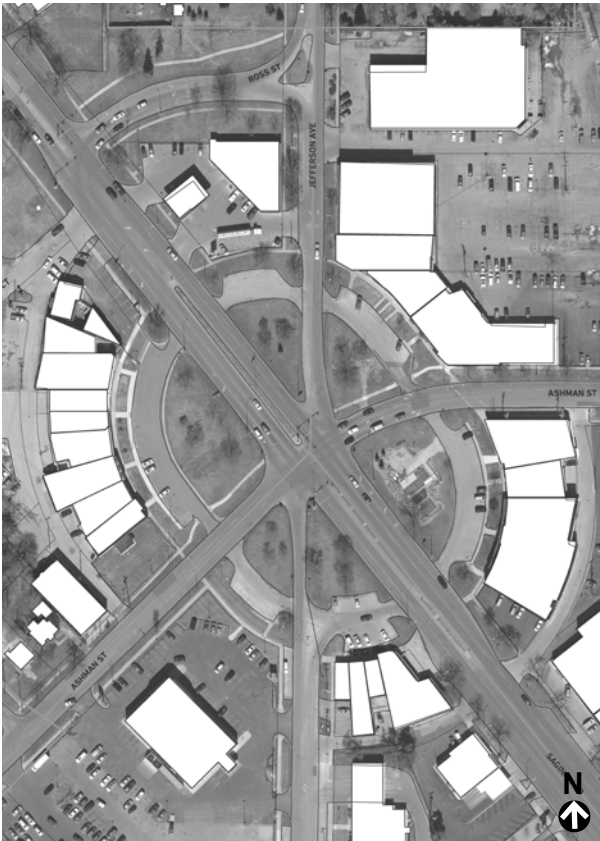
Two distinct alternatives were evaluated for the Circle area: 1) redesign as a modern roundabout and 2) redesign as a more traditional four-way signalized intersection. Each alternative has its pros and cons, as outlined on the following pages. In addition, both alternatives were tested to consider the consequences if Ashman and Rodd Streets were converted from one-way streets to two-way.

A separate traffic operations report was prepared and is published separately. Key findings of that report are described in this section. For the traffic study, new traffic counts were taken. Traffic operations were evaluated using a simulation software (Synchro Version 10). This software considers factors such as the traffic signal timing, geometric design, and traffic volumes (through, left and right turns). Once the existing conditions were modeled, the alternatives could be tested to see how well they perform compared to the existing design and the other alternatives.

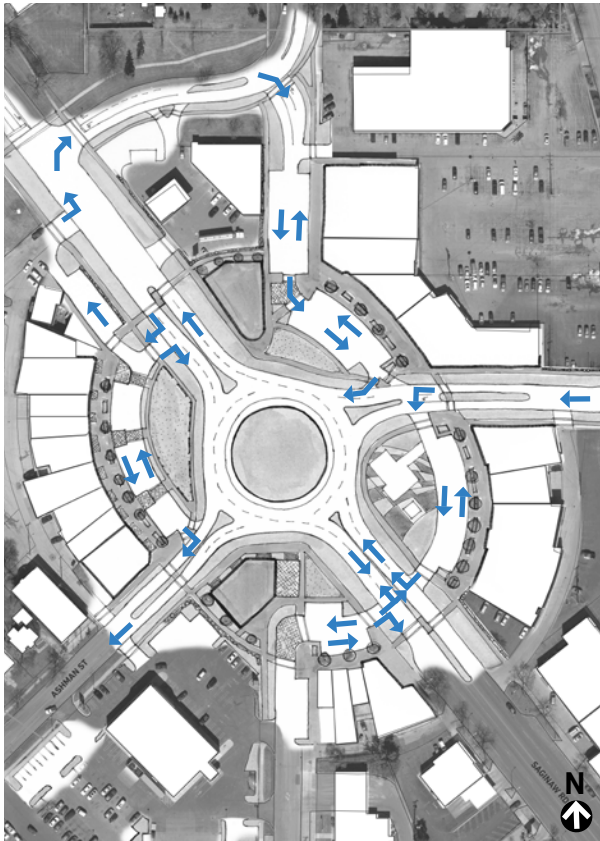
In addition to the Circle area, the traffic model was used to evaluate changes to traffic signals and intersections to examine the overall predicted effect on travel times from one end of Saginaw Road to the other end, in each direction. A typical vehicle was found to need only about four minutes to drive the corridor in the morning rush hour, and about 30 seconds longer in the evening rush hour. Some changes to traffic signal timing were analyzed that could reduce that travel time slightly, but it might result in longer delays at the cross streets.

# THE CIRCLE: ACCESS TO BUSINESSES

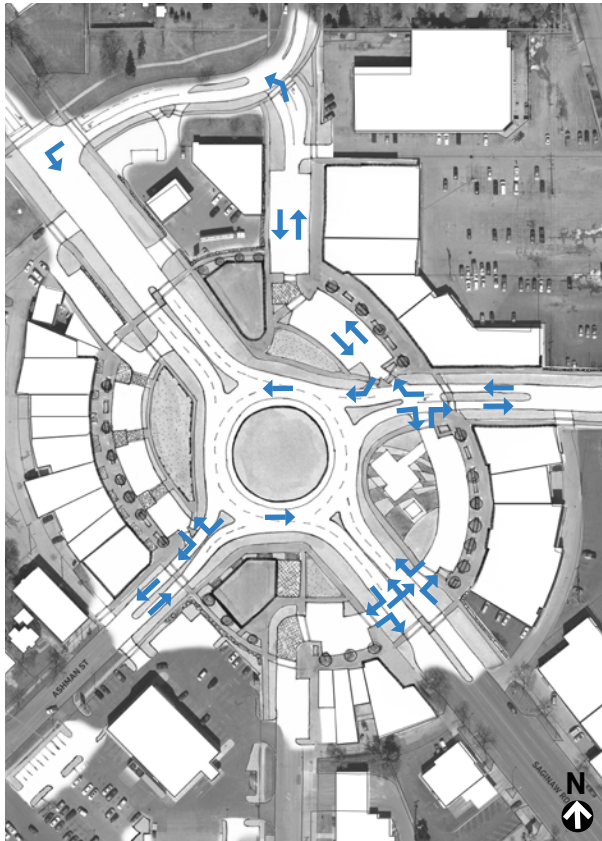
Existing



Option A1: One-way



Option A2: Two-way



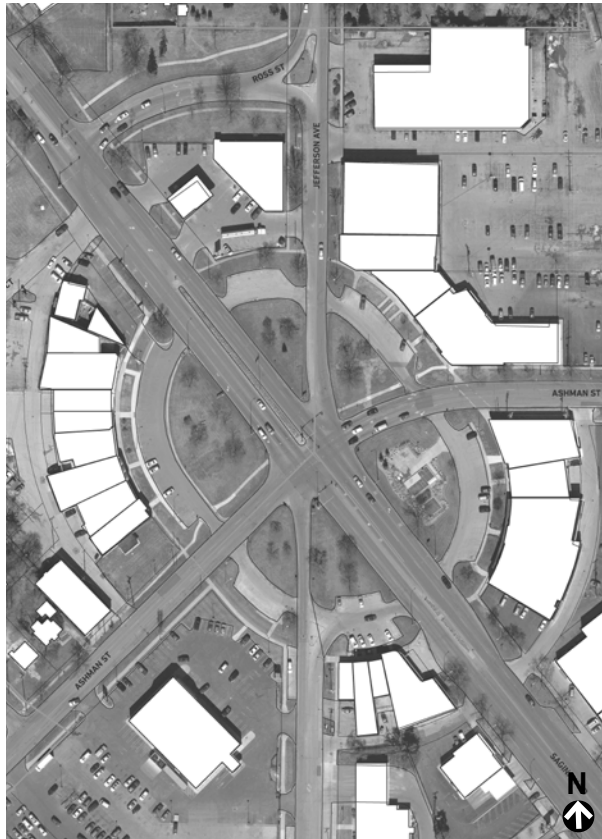
← Turn Direction

# 2 |

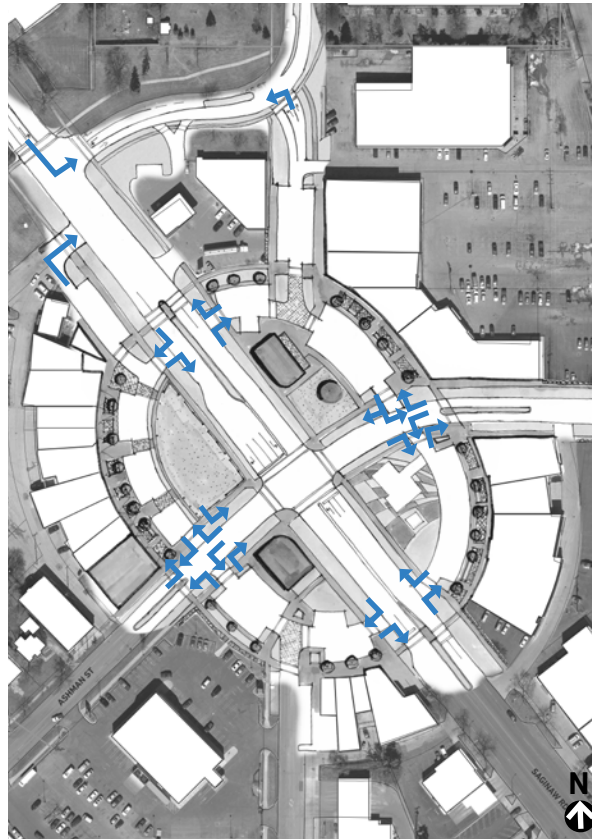
# ALTERNATIVE CONCEPTS

## THE CIRCLE: ACCESS TO BUSINESSES

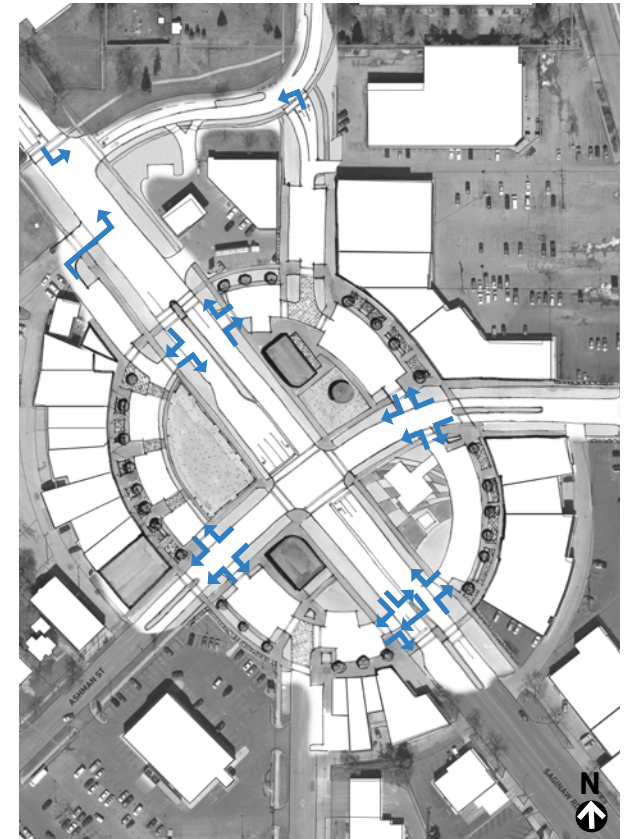
Existing



Option B1: One-Way



Option B2: Two-Way



Turn Direction



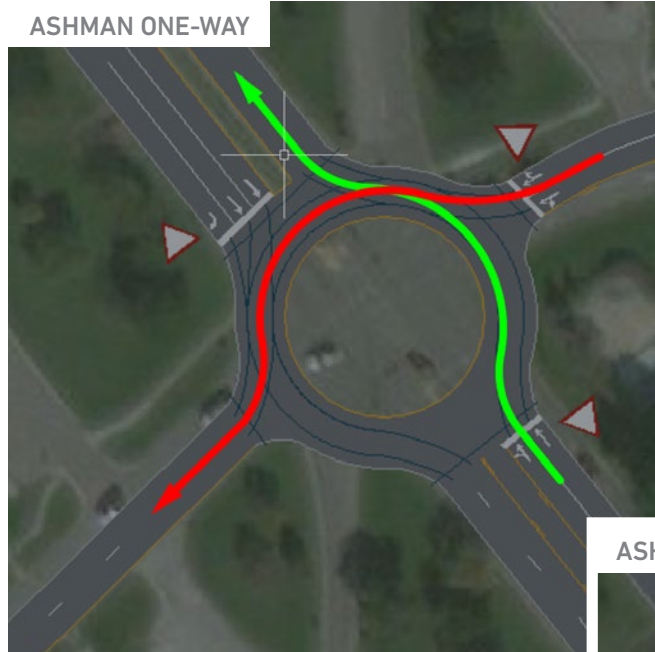
# THE CIRCLE:

## ONE-WAY TO TWO-WAY STREET CONVERSION

### Factors to Consider:

- Bike facilities and safety:
  - » One-way streets offer more capacity for accommodating high-quality bicycle facilities
- Pedestrian safety:
  - » One-way streets only require pedestrians to worry about vehicles moving in one direction
  - » One-way streets often have higher travel speeds, which be more dangerous for pedestrians
- Vehicular safety:
  - » One-way streets offer fewer conflict points, particularly at intersections

ASHMAN ONE-WAY



### Critical Flows

ASHMAN TWO-WAY



# 2 |

## ALTERNATIVE CONCEPTS

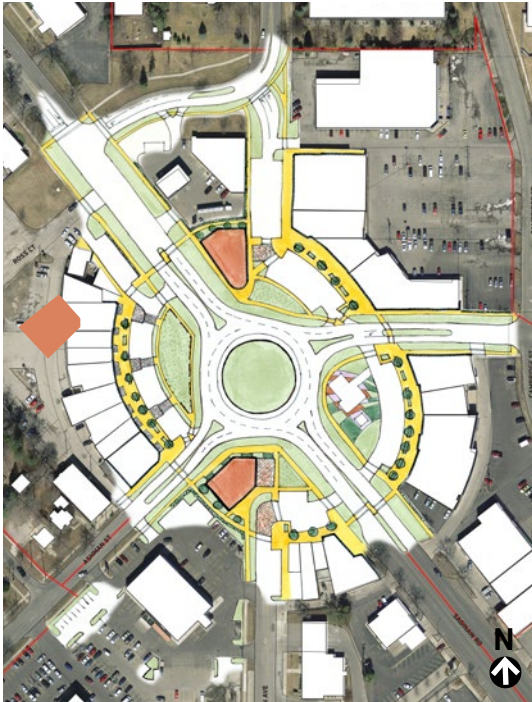
### OVERALL COMPARISONS: TRAFFIC FACTORS

This chart compares to anticipated performance of the two alternatives based on various factors.

	Option A: Roundabout	Option B: Signalized Intersection
Safety/Crash Reduction	+++	+
Traffic Delays	++	+++
Notes	Westbound Ashman approach - significant delays	Restrict SB left turn to Ashman (2-way) - some capacity constraints for left turn phase
Cost	\$\$\$\$	\$
Access to Business (Vehicle)	++	++

Access to business would be improved with two-way streets and drives within the Circle.

# OVERALL COMPARISONS: WALKABILITY & PLACEMAKING



	Option A: Roundabout	Option B: Signalized intersection
Ease of Crossing Streets	+	++
Bicycle Travel	-	+
Area for Public Space	-	++
Signature Placemaking Feature	In roundabout, not accessible	At corners, accessible
Access to Business (Pedestrian)	-	++



# 2 |

## CORRIDOR CONCEPTS

### THE CORRIDOR: OVERALL STRATEGY

This section reviews overall recommendations for the corridor along with some specific concepts for particular segments.



## THE CORRIDOR: OVERALL STRATEGY

The overarching theme along the entire corridor is to generate revitalization and reinvestment in new buildings and renovation/repurposing of existing structures. New investment should be oriented to the street and sidewalk and address both pedestrian and vehicular access along Saginaw Road. This in turn will increase the ability of nearby residents to walk to businesses and destinations along Saginaw. The zoning overlay district will allow for a greater variety of uses and building heights (compared to what

is there now) would be appropriate. Larger mixed-use infill developments will be more likely to occur closer to Highway 10.

An analysis of crashes along Saginaw Road was conducted. The crash rates are lower than typically found at similar commercial corridors in other cities. The highest crash rate was at or near the intersection of Patrick and Saginaw Road. Crashes associated with Saginaw Road's intersection with Ashman Street and Jefferson Avenue had the highest number of side-swipe

and angle crashes, probably due in part to driver confusion at this complex, six-legged intersection.

Other concentrations of vehicle crashes generally coincided with segments along Saginaw Road with the highest number of driveways (see the map). To reduce the potential for crashes, this Plan recommends closure of a number of driveways overtime as sites redevelopment or as part of street reconstruction projects.

Intersection	Single Vehicle	Head On	Head-On Left Turn	Angle	Backing	Rear End	Sideswipe Same Direction	Sideswipe Opposite Direction	Other	Unknown	Total	Crash Frequency (Crashes per Year)	Crash Rate (per million vehicles)
Saginaw Road & Ashman Street / Jefferson Avenue	1			10		14	6		5		36	12.00	1.00
Saginaw Road & Rodd Street				6		4			1		11	3.67	0.38
Saginaw Road & Dartmouth Drive	2		1	5		10			2		20	6.67	0.79
Saginaw Road & Eastlawn Drive	3		1	1		10	3		1		19	6.33	0.75
Saginaw Road & Washington Street	2		1	3		9	1		2		18	6.00	0.66
Saginaw Road & Haley Street	1		3	5		12	3		1		25	8.33	1.08
Saginaw Road & Patrick Road	1		2	7	1	18	5		5		39	13.00	1.42



# 2 |

## CORRIDOR CONCEPTS



Sample area depicting the number and types of crashes on Saginaw Road.

# ACCESS MANAGEMENT

A helpful tool to improve walkability and driveability of the corridor is enforcing access management. Access management involves reducing the number of access points and to ensure they are well placed to minimize conflicts, reduce the potential for crashes, and enhance traffic flow along the corridor. Additionally, proper management can improve the overall access to property and enhances private land development by enabling more room for green space.

Standards can regulate the number, spacing and design of access points, and require the use of shared access systems where practical. Access management is implemented generally either as part of road reconstruction or improvements or application of standards as sites are proposed for development or redevelopment.

For this study, Bergmann completed a review of the Saginaw Road corridor that considered access, crash data, driveway spacing, site design, land use (existing and planned), and natural features.

The MDOT Access Management Guidebook, which includes research and statistics supporting access management from around the country, was also utilized to formulate recommendations for reducing the number of driveways and promoting the benefits of access management. In summary, the following was considered as part of the study when determining priority recommendations for driveway closures:

1. Driveways should be aligned with other driveways across the street or offset at a sufficient distance to reduce left-turning movement conflicts.
2. Where City plans or reports indicate a higher crash rate, driveways should be considered to be closed where appropriate.
3. To avoid creating traffic conflicts, driveways should not be located within the functional area of an intersection where vehicles are turning, queuing, or stacking.
4. Minimize multiple access points, especially when driveways are located closer to each other or to an intersection than what is recommended by MDOT standards.

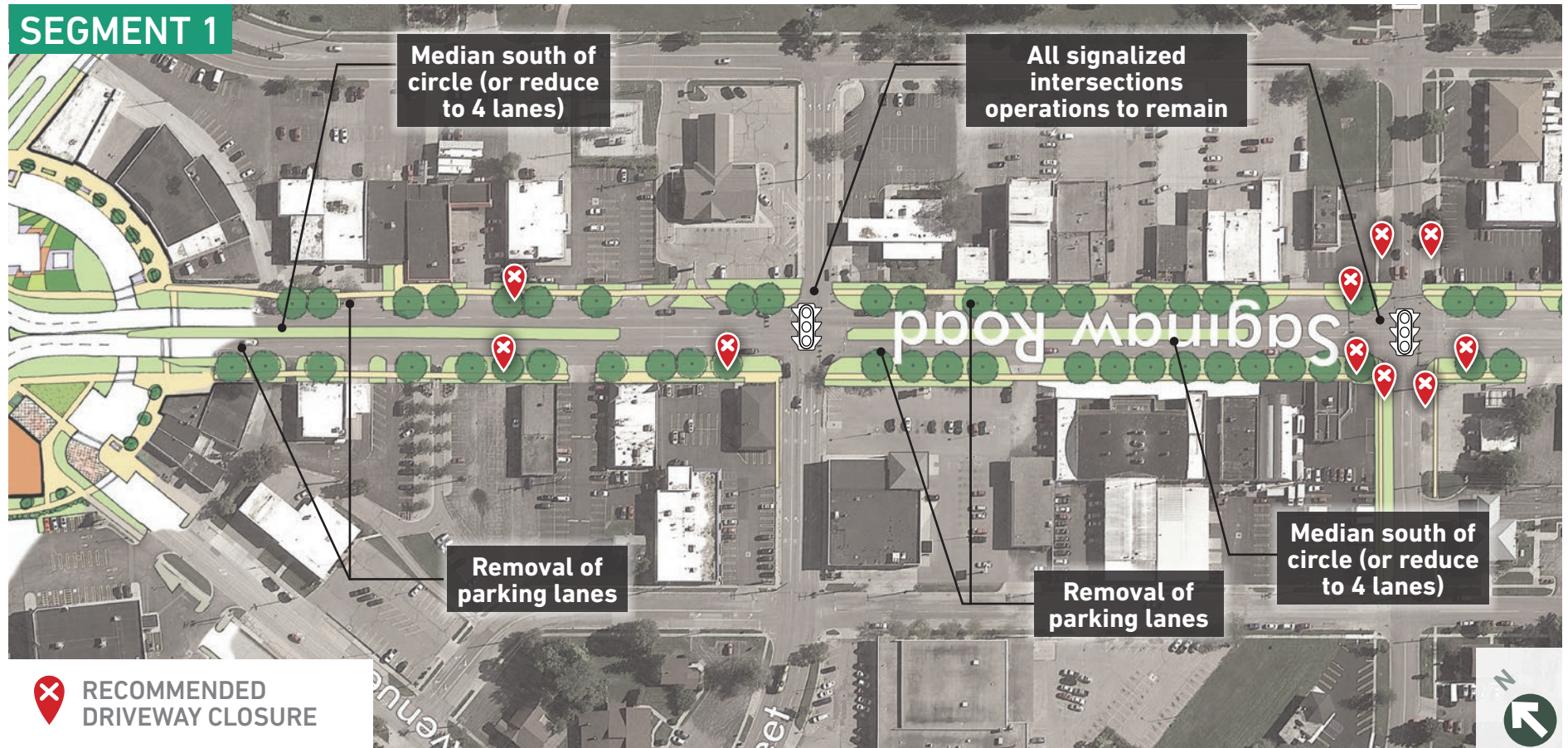


# 2 |

# CORRIDOR CONCEPTS

## THE CORRIDOR: TRAFFIC & TRANSPORTATION

### SEGMENT 1





# THE CORRIDOR: TRAFFIC & TRANSPORTATION

## SEGMENT 2





# 2|

## CORRIDOR CONCEPTS

### THE CORRIDOR: TRAFFIC & TRANSPORTATION

#### SEGMENT 3





# THE CORRIDOR: TRAFFIC & TRANSPORTATION

## SEGMENT 4





# 2 |

# CORRIDOR CONCEPTS

## THE CORRIDOR: NON-MOTORIZED TRANSPORTATION



## THE CORRIDOR: STREETSCAPE

The corridor's streetscape should reinforce the goals of the project. In order to create a more walkable commercial corridor with improved aesthetics and safety, several implementations are recommended:

- Closure of redundant or dangerous driveways
- Removal of parking lanes between Ardmore Drive and Dartmouth Drive
- Addition of a median between Ardmore Drive and Dartmouth Drive
- Street trees
- Statement street lights

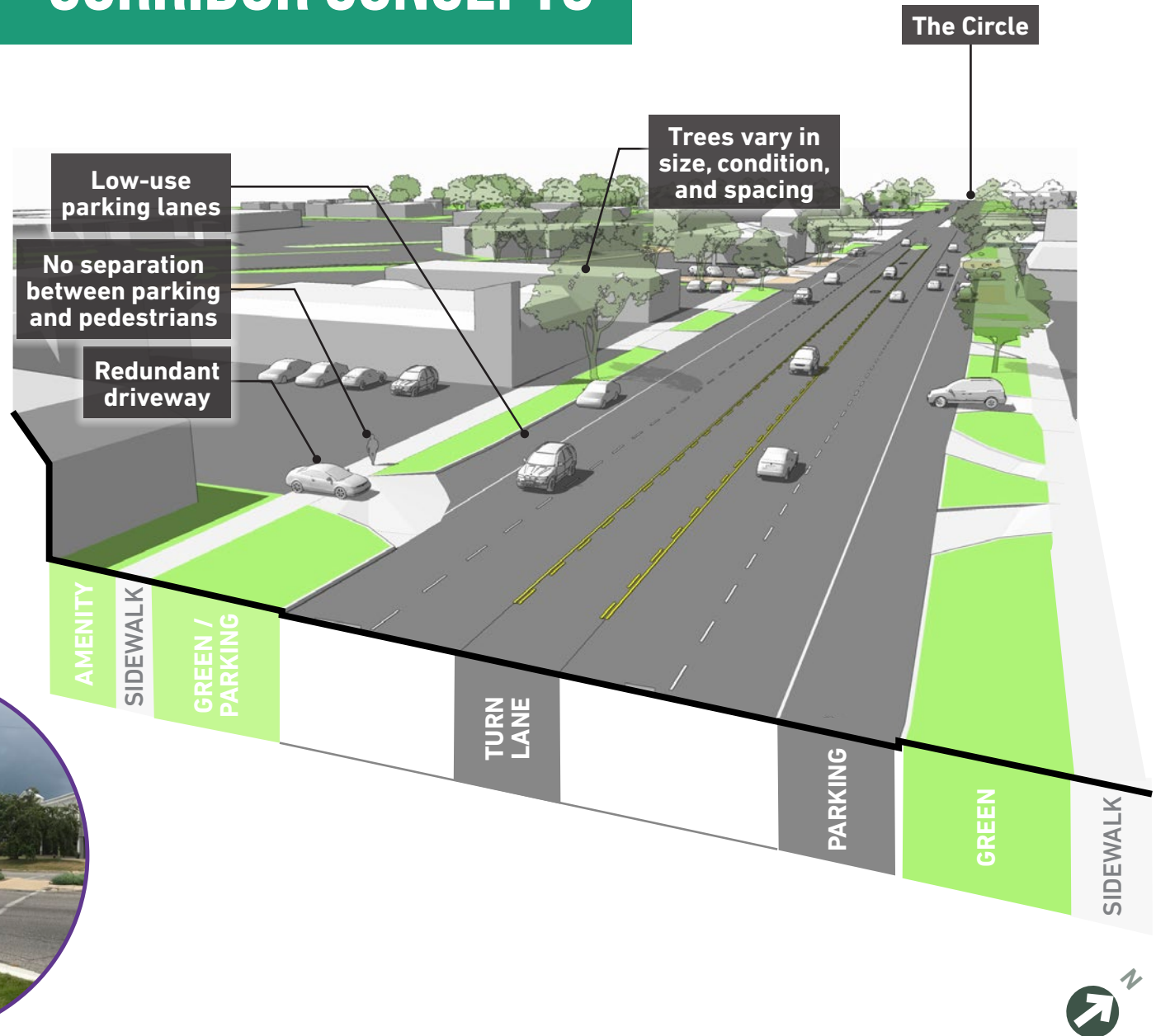
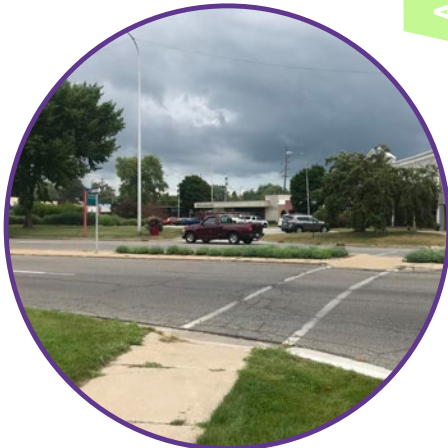
Overall, both pedestrians and drivers will have a decluttered experience of the stretch. The streetscape improvements will support a walkable commercial district, through lighting and driveway organization. Through street trees, reduction of lanes, statement lighting, and a median, the visual perception of the corridor will improve and result in a unique sense of place.



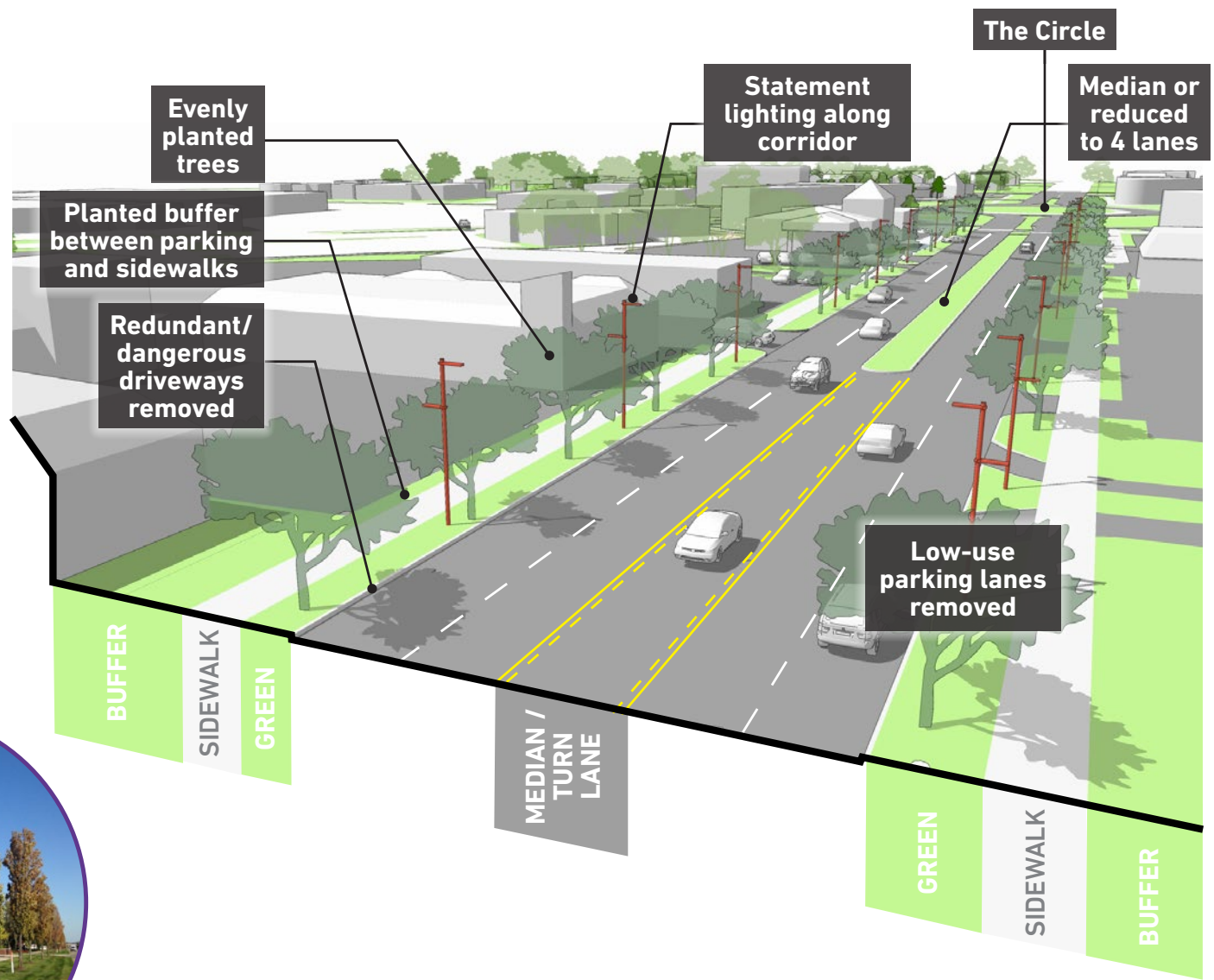
# 2 |

## CORRIDOR CONCEPTS

### THE CORRIDOR: STREETSCAPE (EXISTING)



**THE CORRIDOR:**  
STREETSCAPE  
(CONCEPT)





# 2 |

## CORRIDOR CONCEPTS

### INFILL STRATEGY: OVERALL CORRIDOR



## INFILL STRATEGY: OVERALL CORRIDOR

The overall strategy along the entire corridor is to generate revitalization and reinvestment in new buildings and renovation/repurposing of existing structures. New investment should be oriented to the street and sidewalk and address both pedestrian and vehicular access along Saginaw Road. This in turn will increase the ability of nearby residents to walk to businesses and destinations along Saginaw. The zoning overlay district will allow for a greater variety of uses and building heights (compared to what is there now) would be appropriate. Larger mixed-use infill developments will be more likely to occur closer to Highway 10.



BEFORE



AFTER

## Expanded Facade Improvement Program

The City's facade improvement program can be updated and repositioned to reinforce the vision for this corridor by the following:

- Re-establish program criteria that are consistent with the vision for the corridor
- Expand eligibility in the program from facades improvements to include site improvements, lighting and landscaping upgrades and access management (driveway closures) that are consistent with the vision for the corridor
- Increase grant/loan awards based on obsolescence and a review/recommendation of the application to the City by a subcommittee
- Establish a special subcommittee including design professionals to review/recommend actions and facade/site improvement grants to the City program director



# 2 |

## CORRIDOR CONCEPTS

### INFILL STRATEGY:

KEY SITE AREA 1

Small Scale Infill





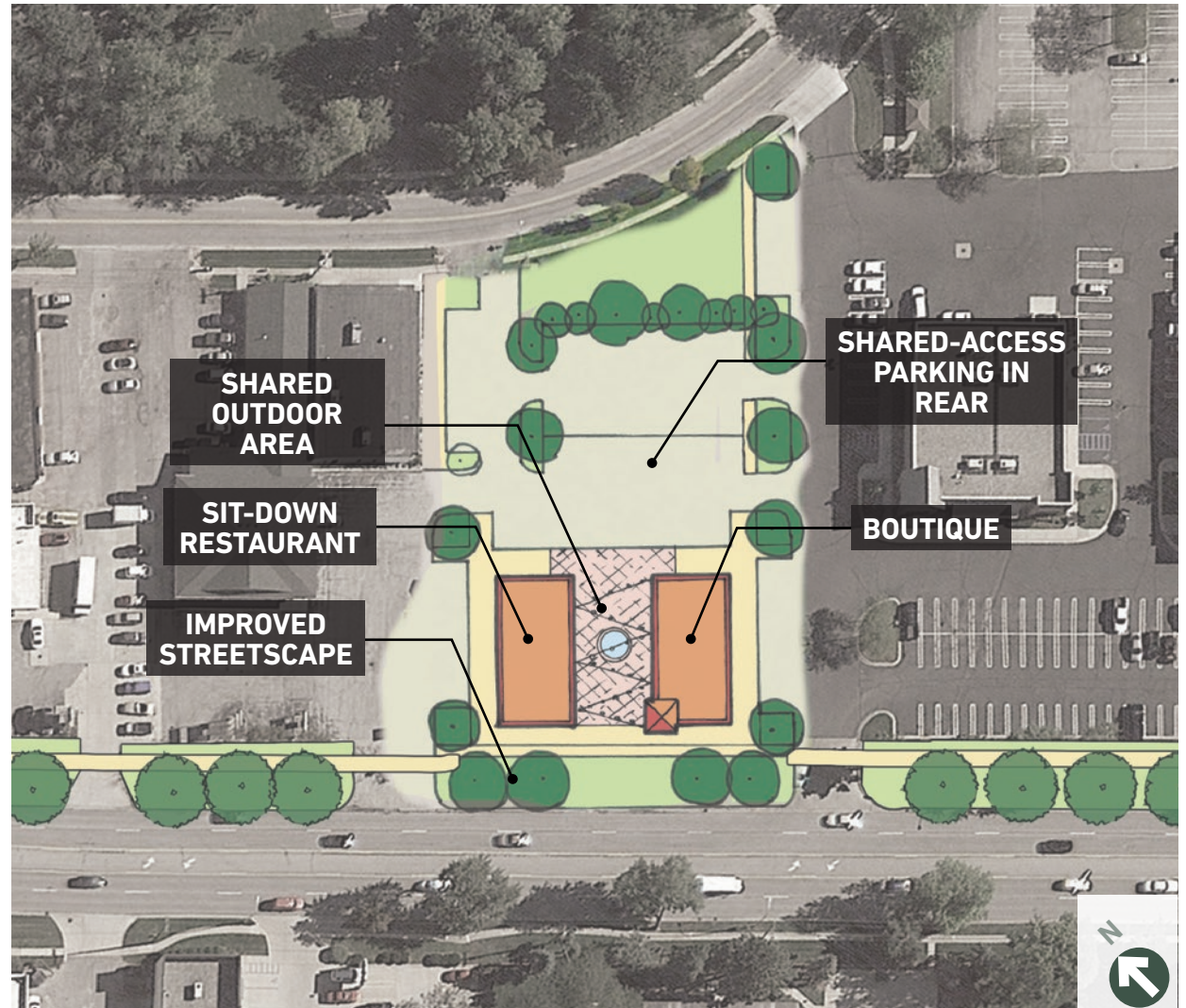
## INFILL STRATEGY: KEY SITE AREA 1

### Small Scale Infill:

*Redevelopment of smaller, underutilized parcels*

- Opportunity for small retail, restaurant and/or office space.
- Creates unique, visible outdoor spaces for retail and dining.
- Comfortably accommodates both pedestrians and vehicles.
- While opportunities exist throughout the corridor, they appear to be **most heavily concentrated north of Washington Street.**

KEY SITE AREA 1





# 2 |

## CORRIDOR CONCEPTS

### INFILL STRATEGY:

KEY SITE AREA 2

Medium Scale Infill





## INFILL STRATEGY: KEY SITE AREA 2

### Medium Scale Infill:

#### *Redevelopment of medium-sized underutilized parcels*

- Greater opportunity for mixed-use development, such as:
  - » Ground floor retail, office, and/or amenities
  - » Makerspace
  - » New, more urban multi-family development
- Parking lot in rear to create a pedestrian-friendly street and visibility for storefronts.
- Improves the streetscape and connectivity to adjacent neighborhoods.
- While opportunities exist throughout the corridor, the most suitable areas appear between Dartmouth Drive and Haley Street.

KEY SITE AREA 2





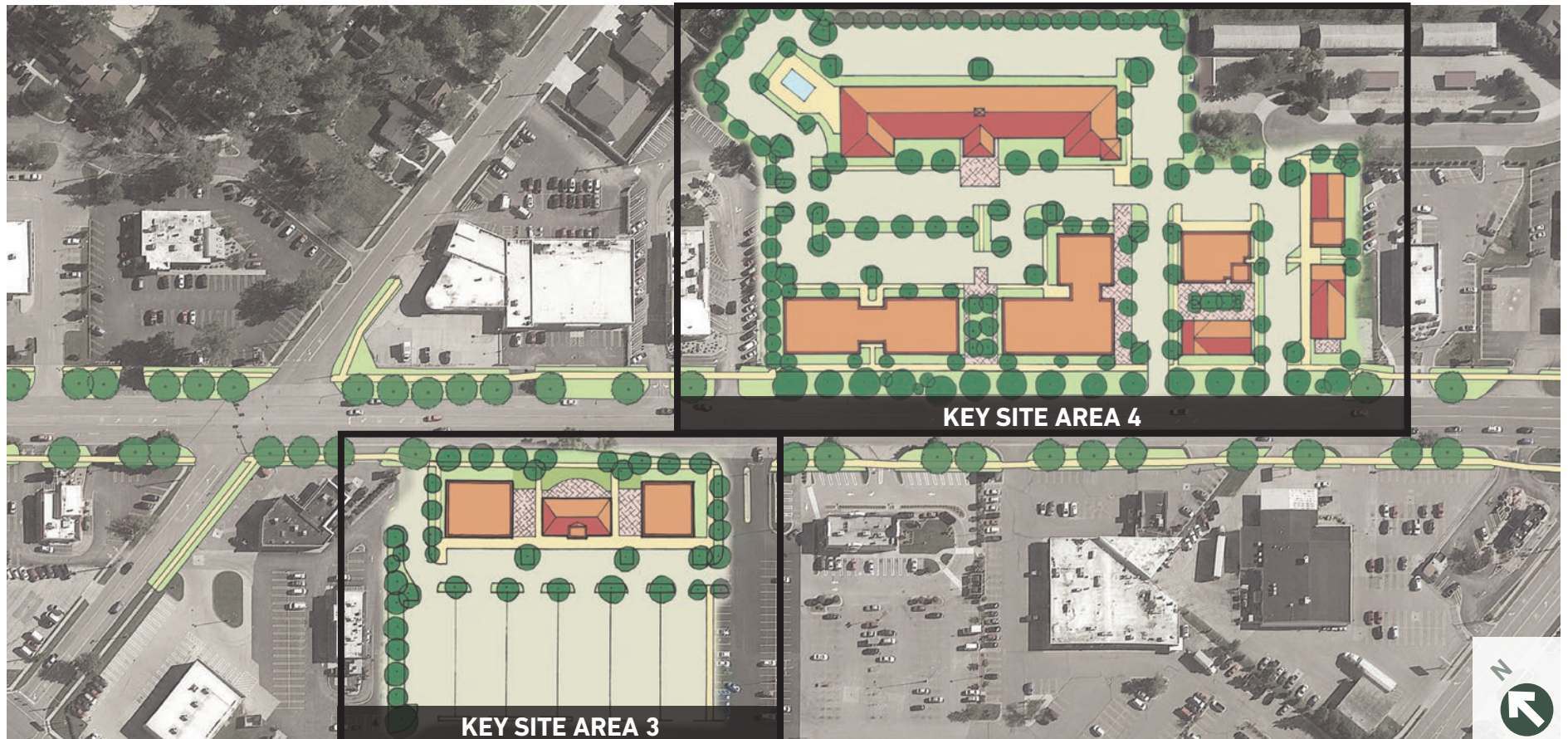
# 2 |

## CORRIDOR CONCEPTS

### INFILL STRATEGY:

KEY SITE AREAS 3 & 4

Outparcel and Larger Scale Infill





## INFILL STRATEGY: KEY SITE AREA 3

### Outparcel Infill:

*Redevelopment of underutilized portions of large parcels*

- Opportunity for retail, restaurant and/or office space.
- Creates unique, visible outdoor amenity space for retail and dining.
- Improves the streetscape and connectivity to adjacent neighborhoods.
- **Activates space that is not utilized for the vast majority of the year.**
- May be used to frame future redevelopment of larger retail sites.

KEY SITE AREA 3





# 2 |

# CORRIDOR CONCEPTS

## INFILL STRATEGY: KEY SITE AREA 4

### Larger Scale Infill:

#### *Redevelopment of large parcels*

- Greater opportunity for mixed-use development, such as:
  - » Ground floor retail, office, and/or amenities
  - » Maker spaces
  - » Multi-family developments
  - » Townhomes
  - » Hotel
  - » Pocket parks and/or public amenities
- Parking lot in the rear to create a pedestrian friendly street and visibility for storefronts.
- May feature internal streets, sidewalks and amenities to connect a variety of uses to Saginaw Road.
- Improves the streetscape and connectivity to adjacent neighborhoods.
- Greater opportunity to create destination developments and mixed-use neighborhoods.

KEY SITE AREA 4



## INFILL STRATEGY: ZONING UPDATE

Allowing this type of infill development will require an update to the City's Zoning Ordinance. The proposed Center City Overlay Zoning District applies to properties that change use or are redeveloped. The overlay adds design and development regulations to encourage the reactivation of vacant properties and promote the district as a mixed-use environment. Additionally, the overlay sets out to enhance walkability and safety with pedestrian accommodation requirements and streetscape improvements, promote improved traffic flow and accessibility, and provide for proper transitioning between denser areas and surrounding residential neighborhoods.

### Suggested amendments to the Center City Overlay District:

- Already applies to the corridor
- Access Management- refer to the Plan
- Reduce amount of parking required
- Reduce amount of front yard parking
- Required pedestrian and bike amenities
- Allow buildings closer to Saginaw Road
- Building Design Guidelines
- Increase building height permitted
- Allow Mixed Uses
- Reasonable triggers for site upgrades (building facades, landscape, site lighting, etc.)



# 3 |

## ACTION PLAN

### CENTER CITY / SOUTH SAGINAW CORRIDOR CAPITAL IMPROVEMENT ACTION PLAN

Use this Action Plan Worksheet to rank priorities of actionable items for the Center City Circle and South Saginaw corridor. Relative costs are provided. After ranking, please suggest a preferred timeline for the ranked actionable items.



Action Item	Infrastructure Costs	Optional Costs	Total Cost	Phasing		
				Short-term (1-3 years)	Mid-term (4-6 years)	Long-term (7+ years)
Segment 1 Opt A: Saginaw Road from Ashman Circle to Dartmouth Dr	<b>\$1 million</b> Includes: parking lane removal, restriping, new curbs, median, and crosswalk striping.	<input type="checkbox"/> Lighting (\$720,000) <input type="checkbox"/> Tree planting (\$60,000) <input type="checkbox"/> Driveway closures (7) (\$84,000) <input type="checkbox"/> Multi-modal path (\$219,600)				
OR						
Segment 1 Opt B: Saginaw Road from Ashman Circle to Dartmouth Dr	<b>\$750,000</b> Includes: new curbs, and crosswalk striping.	<input type="checkbox"/> Lighting (\$720,000) <input type="checkbox"/> Tree planting (\$60,000) <input type="checkbox"/> Driveway closures (7) (\$84,000) <input type="checkbox"/> Multi-modal path (\$219,600)				

Action Item	Infrastructure Costs	Optional Costs	Total Cost	Phasing		
				Short-term (1-3 years)	Mid-term (4-6 years)	Long-term (7+ years)
Segment 2: Saginaw Road from Dartmouth Dr to Washington St	<b>\$19,000</b> Includes: crosswalk re-striping	<input type="checkbox"/> Lighting (\$1.2million) <input type="checkbox"/> Tree planting (\$96,000) <input type="checkbox"/> Driveway closures (8) (\$96,000) <input type="checkbox"/> Multi-modal path (\$408,960)				
Segment 3: Saginaw Road from Washington St to Highway 10	<b>\$29,000</b> Includes: crosswalk re-striping	<input type="checkbox"/> Lighting (\$1.2million) <input type="checkbox"/> Tree planting (\$96,000) <input type="checkbox"/> Driveway closures (13) (\$156,000) <input type="checkbox"/> Multi-modal path (\$408,960)				
Segment 4: Washington St from Saginaw Road to Highway 10	<b>\$9,000</b> Includes: crosswalk re-striping	<input type="checkbox"/> Lighting (\$1.2million) <input type="checkbox"/> Tree planting (\$96,000) <input type="checkbox"/> Complete sidewalk (\$47,000)				



# 3 |

## ACTION PLAN

	Action Item	Infrastructure Costs	Optional Costs	Total Cost	Phasing		
					Short-term (1-3 years)	Mid-term (4-6 years)	Long-term (7+ years)
THE CIRCLE	Roundabout at the Circle (Option A)* 	<b>\$2.8million</b> Reconfigure existing layout of roads into roundabout (including removal of Jefferson Ave) at Circle and provide pedestrian crossings along edge.	<div> <input type="checkbox"/> Lighting (\$576,000)           </div> <div>             + <input type="checkbox"/> Tree planting (\$30,000)           </div> <div> <input type="checkbox"/> Sidewalk improvements (\$3 million)           </div> <div>=</div>				
	OR Signalized intersection at the Circle (Option B)* 	<b>\$500,000</b> Provide an improved intersection layout at the Circle (including removal of Jefferson Ave) and provide pedestrian crossings along edge.	<div> <input type="checkbox"/> Lighting (\$576,000)           </div> <div>             + <input type="checkbox"/> Tree planting (\$72,000)           </div> <div> <input type="checkbox"/> Sidewalk improvements (\$3 million)           </div> <div>=</div>				

	Action Item	Infrastructure Costs	Optional Costs	Total Cost	Phasing		
					Short-term (1-3 years)	Mid-term (4-6 years)	Long-term (7+ years)
URBAN DESIGN	Facade Improvement Program	Fund Commercial Corridor Facade Improvement Program to include facades, landscaping, access management, etc. per the Corridor Plan	???				

The Circle and The Corridor can be broken down into incremental phases, but what are those phases and which should take priority? What are the broken down conceptual costs of those implementations?

These conceptual costs are based on approximate 2019 construction standards and include both installation and 20% contingency. Please note: some optional costs may decrease if bundled with other options.

#### HOW TO USE THIS WORKSHEET:

1. Review base costs of each part of the project.
2. Determine what Optional Costs should be implemented in each focused area and check the box.
3. Add up Total Cost of the focus area by adding the Infrastructure Costs to selected Optional Costs. Write this number in the Total Costs column
4. Determine the timing of each focus area. Is this something that should occur in the next Short Term (1-3 years), Mid-Term (3-5 years), or Long-term (7+ years)?

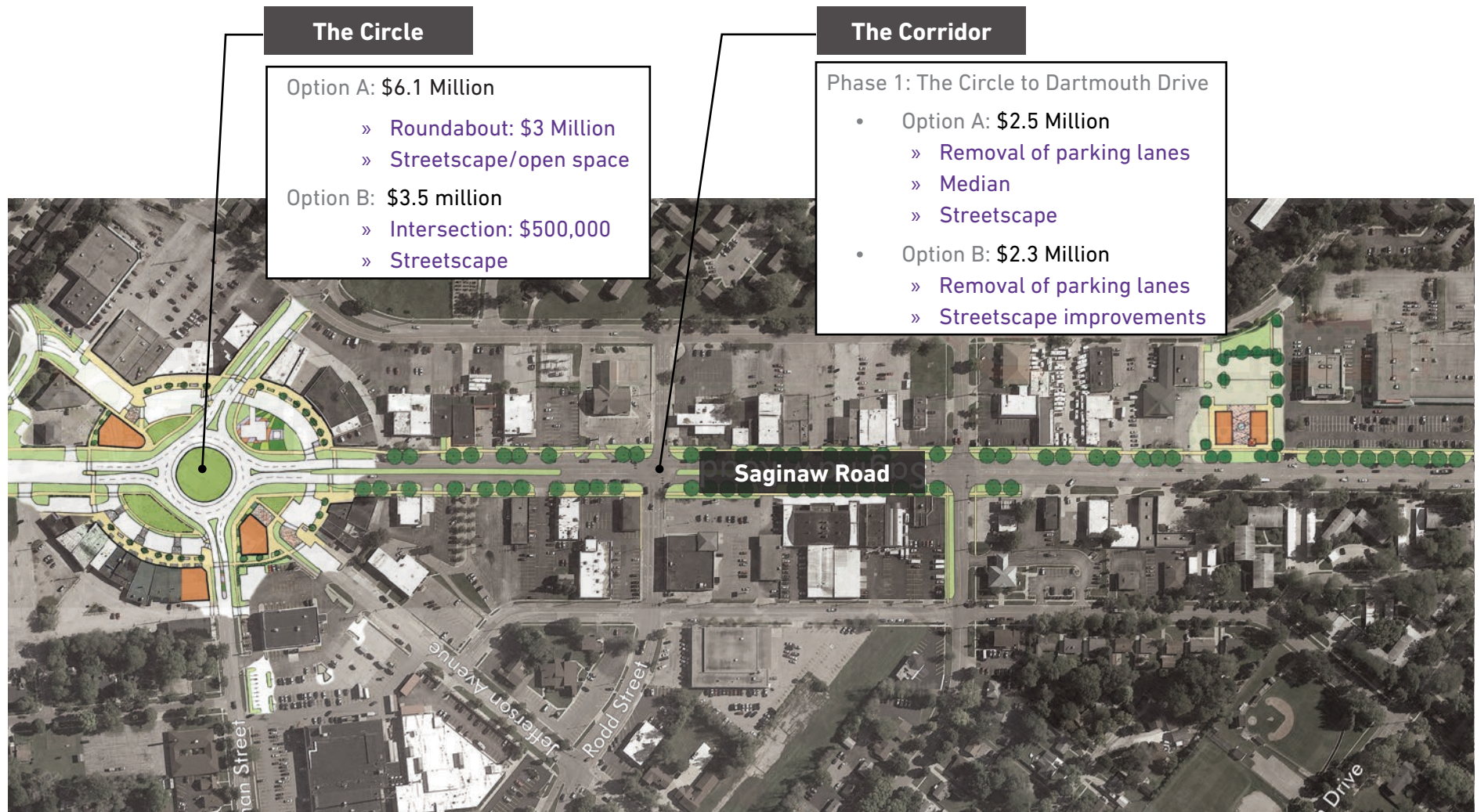


# 3 |

# CONCEPTUAL COSTS

## CENTER CITY / SOUTH SAGINAW CORRIDOR ACTION PLAN

### CONCEPTUAL COST ESTIMATING





Phase 2: Dartmouth Drive to Washington Street

- \$650,000
  - » Streetscape improvements

Phase 3: Washington Street to Highway 10

- \$1 million
  - » Streetscape improvements

The Corridor

Phase 4: Washington Street

- \$800,000 - \$1 million
  - » Streetscape improvements

